



Neveplast Press Release



AMAGER BAKKE - COPENHAGEN

Copenhagen. The Copenhill ski slope on the roof of the waste-to-energy plant officially opened on October 4th.

On Friday October 4th, the dry ski slope of the new waste-to-energy plant designed by the star architect Bjarke Ingels in the heart of the Danish capital finally opened to the public. It is a unique project that adds an important page to the history of technology applied to sustainability, design and sports culture. Amager Bakke has been renamed Copenhill, which refers to this 'hill' in Copenhagen, because that is basically what Copenhill is: an ultramodern waste-to-energy plant, as well as a mountain measuring almost 90 metres in height, where it is now possible to ski 365 days a year.

The day of the Grand opening began in late morning with the official unveiling of the plant to the world press. From China to the United States, Japan, Korea and all of Europe, more than 100 journalists from all over the world attended the press conference. The plant, which boasts the most sophisticated waste disposal process in the world, has become a landmark on the Danish capital's skyline, like the Opera House and the mermaid, and has already been in operation for a couple of years. However, the last piece, the most awaited, was missing: the ski slope on the roof, finally ready and approved after having passed a number of safety tests. The craziest ski resort in the world boasts a 400-metre long ski slope, served by four lifts, including ski lifts and conveyor belts, and is entirely made in Italy. The dry ski slope was produced by Neveplast, a company based in Bergamo, a world leader in the field of artificial ski slopes.

"I'm very happy", says Niccolò Bertocchi, Neveplast CEO, very enthusiastic for the goal that has been achieved and dedicates the opening of the slope to his brother Edoardo, who passed away prematurely two years ago. "My thoughts now are with my brother Edoardo, without whom Neveplast would not exist. We shared this project from the beginning, winning the tender after years of testing, meetings and modifications to meet the requirements of our Danish customers".

"The slope", continues Niccolò, "is truly beautiful, the scenic effect for those coming from the centre is astonishing. I'm satisfied with the smoothness of the slope, which enhances the technical skills of even those who are already good at skiing. We have done a great job on a project that satisfies the needs of beginners and of more expert skiers. The smiles of those

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skiing for the first time on the slope is a reward for all our sacrifices".

The highly awaited moment of the day came at 4 pm in the afternoon: the Grand Opening of the Neveplast ski slope on the roof of the waste-to-energy plant!

A Nordic-style ceremony, evocative and exciting, but without frills, no dress code, only sportswear, because the schedule allowed skiing through into late evening for anyone who wanted to do so.

There was no traditional ribbon cutting, which was replaced by a button pressed simultaneously by the main actors involved in the project to set off a siren, as everyone looked up at the clean white smoke coming out of the waste-to-energy plant's chimneys.

The creators of the visionary project put on their ski boots and swooped down on the ski slope. A downhill that for each of them felt like a liberation and the realization of a dream.

One of the first to try out the slope, Patrik Gustavsson, director of the ARC Foundation responsible for the project, says: *"In Denmark, we have a great skiing culture, about 600,000 skiers who go to Sweden, Norway or Austria to ski every year. Now they can come and ski on the Copenhill artificial hill that, measuring 90 metres in height, is now one of the highest mountains in the flat Denmark, while the Neveplast slope is undoubtedly the longest slope in the entire country".*

However, the special guest, was the champion Kristian Ghedina, invited by Neveplast and the Danish Foundation to make the inauguration even more special.

"I'm very happy to have been invited to the inauguration of Copenhill", says Ghedina, who has already skied on the synthetic material produced by the Bergamo-based company. *"I'm intrigued by the idea of skiing on the roof of a waste-to-energy plant, which is undoubtedly the most unique ski resort I've ever seen",* continues Kristian. *"I'm proud that Italy is also involved, through Neveplast, in a project that combines technology, ecology and sport in a futuristic manner".* Kristian Ghedina is a spokesperson and ambassador of the Fondazione Cortina 2021, which is at the head of the organization for the Alpine Skiing World Championships scheduled from 8 to 21 February 2021.

The participation of Cortina 2021 confirms the great interest in the new frontiers of winter sports and innovative and eco-sustainable infrastructure solutions.

Among the famous people who participated in the opening, the most awaited was star

architect Bjarke Ingels, from the famous BIG, which won the international tender in 2011 thanks to the crazy idea of a waste-to-energy plant with a ski resort on its roof and a climbing wall. “Yes is more” is its motto, indicating how something useful for citizens and extremely innovative can be created while still observing the constraints present in every design.

“Finally, we have also a slope where we can train every day of the year”, joked Ingels with Ghedina and Bertocchi from Neveplast. “Watch out, soon Danish alpine skiing athletes will also give the Italians some hard competition”.

Ski challenge accepted. Meanwhile, the Danes have already won the challenge against waste at Copenhill.

While in Italy and in the rest of the world we are used to thinking of waste-to-energy plants as austere structures banished to the peripheries, to which we only associate tons of waste and health risks, in Copenhagen the decision was to make waste disposal and sustainability an opportunity for coming together and tourism.



Copenhill – detail of the ski slope for intermediate level skiers

NEVEPLAST'S CONTRIBUTION.

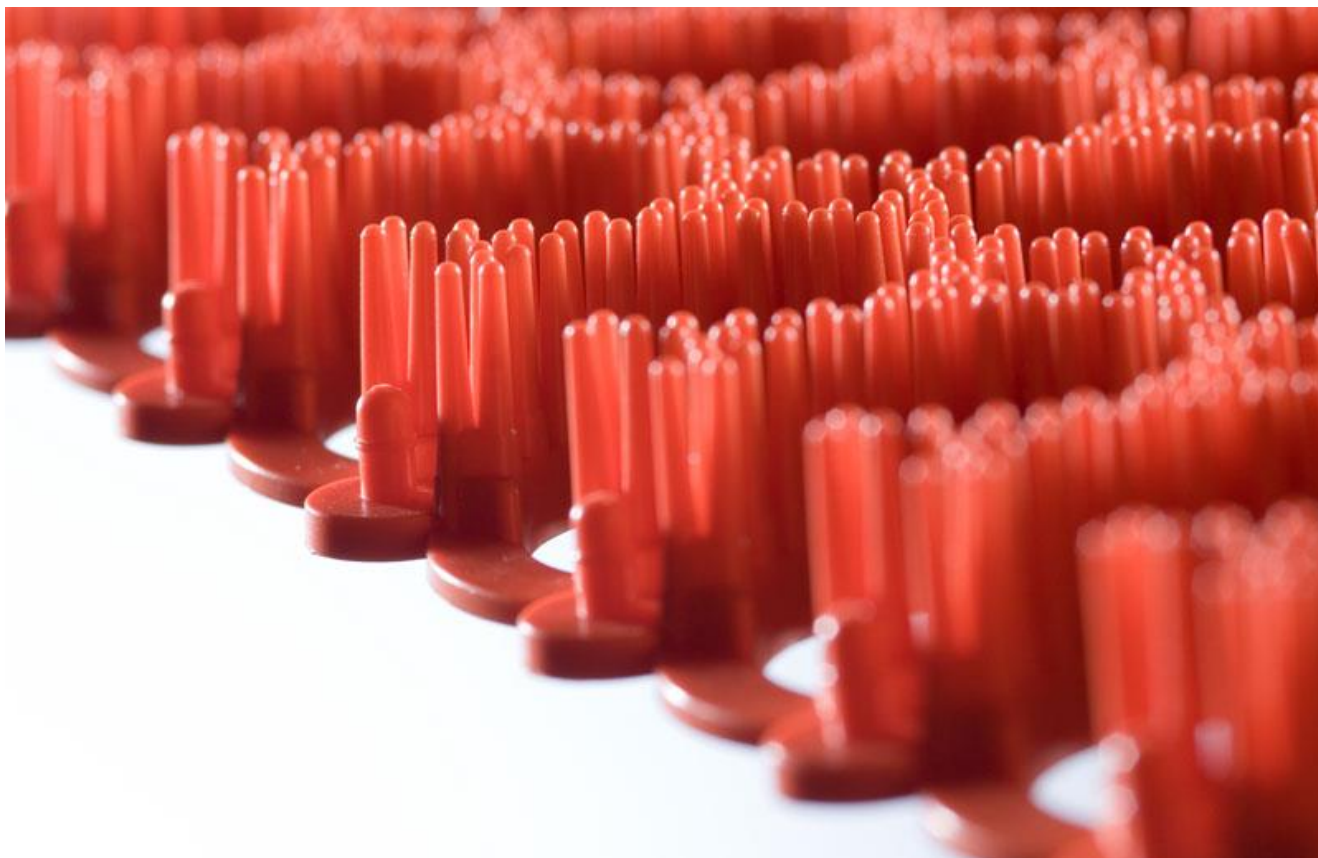
Neveplast, a company based in Bergamo, the world leader in the field of artificial ski slopes, was chosen in June 2017 as an official partner for the project to build a ski slope on the roof of the Amager Bakke plant. The final contract was signed little more than a year ago, but initial contact with the Danish Foundation that heads the project dates back to 2011. A dream that the brothers Edoardo and Niccolò Bertocchi had been pursuing for 7 years and that now is a reality thanks to the excellence of the small company in Bergamo for which Made in Italy is a trademark. The awarding of the contract took place following a selective call for tenders involving all the main producers of artificial ski slopes in Europe.

The goal of the creators of Copenhill was to find a manufacturer of artificial ski slopes who could provide a product that is similar to natural snow, which also has certain green properties, as well as meeting high standards of quality, aesthetics, and safety. A transversal product was needed that could satisfy both beginners and more expert skiers. During the long and selective process, the Amager Bakke Foundation also involved a team of Alpine skiing stars who tested all the products on the market. Neveplast won through, outperforming the international competition by achieving a very high score.

The virtuous Danish cousins, masters in the field of technology applied to sustainability, entrust the task of ensuring snow all year round on the roof of a waste-to-save-energy plant to an Italian company from Bergamo, which makes made in Italy imperative. It is a beautiful model that must be told when Italy teaches and represents excellence in the world.

Meeting the strict Danish criteria was not easy for Neveplast.

For the Copenhill project, Neveplast developed a brand new product that was produced in 6 different shades of green colour. The goal of the Danish customers is to make the artificial ski slope as close as possible to a natural lawn. A challenge that the company from Bergamo accepts with enthusiasm also because it embraces the environment-friendly philosophy of Neveplast.



Detail of the Neveplast basic module

DESCRIPTION OF THE SLOPES AND SKI FACILITIES.

Three ski slopes in Neveplast synthetic material, on which you can ski all year round, with normal ski equipment. A black slope for expert skiers that starts at the top of the waste-to-save-energy roof and descends for about 180 metres, a blue one for beginner skiers (beginner area) about 60 metres in length that joints the challenging section with the 150 metres of intermediate level, green slope, suitable for all levels and which leads to the base of the plant.

The green and blue slopes also called the nursery area, are served by 2 conveyor belts. Skiers wishing to enjoy only the black slope will be able to use a ski lift that has already been put in place and will be the first new ski lift installed in Denmark. Up to now, the few existing Danish ski resorts have installed second-hand ski lifts bought from foreign ski resorts.

Skilled skiers and snowboarders can opt to reach the roof of the waste-to-save-energy plant directly using a panoramic lift that rises through the building from the inside with a view of the plant in operation. In few seconds, they will be on top of the roof and can have fun on the most challenging descent which reaches a 45% inclination on the upper part. on the other

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hand, on the easy part of the slope, the inclination is 23%.

Overall, the ski slopes have the capacity to handle around 150-200 skiers, including those queuing and those enjoying a breath-taking view of the Baltic sea while sipping coffee in the refreshment area in their ski boots.

The Danes, who have no real mountains on their country (indeed, the highest mountain is 170 meters high), will finally be able to ski on their own land.

The Danish people, unlike their Scandinavian cousins, especially Swedes and Norwegians, do not have a tradition of superstars and medals in the disciplines of skiing and snowboarding, but nevertheless, have a good culture of winter sports and 12% of the population practices alpine skiing or snowboarding.

Therefore, for Danes, the slope created by Neveplast in Copenhill will be the longest slope in the entire country and will make skiing and snowboarding accessible to all, without travelling and all year round, even in summer, regardless the bad weather.

NEVEPLAST, A BRIEF HISTORY.

Neveplast was founded 20 years ago by Edoardo, Niccolò and Aldo Bertocchi. The idea of studying a synthetic material on which it was possible to ski all year round and which had the same characteristics as snow belonged to the father, Aldo, an alpine skiing enthusiast, who was looking for a solution which would allow his sons to ski even in summer, cheaply and without needing to go far from home. Then, his sons Edoardo and Niccolò, excellent skiers driven by the same enthusiasm for snow, carried on their father's idea and transformed this into a highly successful company. Over the years, Neveplast has, in fact, become a world leader in the field of artificial ski slopes. Thanks to the innate entrepreneurial vision of Edoardo, who prematurely passed away two years ago, and Niccolò's determination to promote Neveplast's product abroad, the Bergamo-based company now boasts more than 2,000 installations all over the world. These include Dubai, the United States, Australia, South America, Iran and throughout Europe. There is almost no place in the world where the Bertocchi family has not enabled the dream of skiing all year round, in the city, without the need to wait for the snow to fall.

The patented Neveplast product, whose compound is a closely guarded secret and which uses plastic material, is 100% recyclable.

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Edoardo e Niccolò Bertocchi – Founder of Neveplast Srl

URBAN SKI LAB, Neveplast brings skiing to the city!

The tradition of skiing and winter sports has always been very strong in the Bergamo area. People from Bergamo love mountains and snow sports. In recent years, however, for economic, logistic and cultural reasons, it has become increasingly difficult for children and families to take up skiing. With this in mind, Neveplast, a Bergamo-based company that is a leader in the field of artificial ski slopes, has developed the URBAN SKI LAB project, a unique and innovative concept that brings skiing to the city. *"Our dream"* - say the Bertocchi brothers, Edoardo and Niccolò, who have been at the helm of the company for years – *"has always been to spread the culture of skiing and make it easier and cheaper, to make it for everybody. So, we thought of starting from schools, offering children the opportunity to learn how to ski during physical education, without having to leave the school itself"*. The ski slopes are right in the schoolyard; the children, once they've closed their maths books, come out of

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the classroom, put skis and boots on and are ready for the skiing lesson.

URBAN SKI LAB is a revolutionary project that offers the opportunity to learn to ski with qualified instructors and free professional equipment in a unique, urban context. The operating scenario is a space within the Polaresco school complex, in the center of Bergamo, where an actual ski resort has been built. The facility includes 2 alpine ski slopes, a smaller one for beginners, a longer and more demanding one also designed for training and a cross-country ski track. The resort also has a conveyor belt to return to the top, locker rooms and ski-rooms with sports equipment for the students. The project, designed with great attention being paid to functionality and safety, fits harmoniously into the context of the school park and the surrounding environment.

The figures to date are significant. Since its opening three years ago, thousands of students have been able to go on the preparatory courses for alpine skiing and cross-country skiing. More than 85% of the students have succeeded in completing the educational path, achieving extraordinary results. While it is true that the project started with schools, the URBAN SKI LAB vision is naturally broader and more ambitious. When the slope is not being used by schools, it is open to the public just like a traditional gym, but for skiing. The activities that take place at URBAN SKI LAB are aimed at everyone: from ski courses for beginners to training for ski clubs and experts. The offer is available to those aged 3 to 90! The facility, managed by a team of professional ski instructors, also offers the option of renting the equipment.

The project is on course to become a virtuous example of how it is possible to spread the sport of skiing starting in the city thanks to a model that can be re-used and adapted in many other urban contexts, operating all year round. Long before there was any mention of Urban Skiing, Neveplast realized the importance of creating structures for skiing in the city, not to take away, but to attract an increasing number of enthusiasts to our beautiful mountains. The slope in the city becomes a real gym, where you can take your first steps on skis easily or train 360 days a year without fear of running into bad weather or insufficient snow. URBAN SKI LAB represents an authentic driven force for the promotion of the area and an extraordinary addition to the tourism offering promoted by ski resorts, which in turn will increase their potential customers during the winter season. In short, there is no conflict with skiing in the mountains, in the unique context of winter ski resorts, but an additional tool to increase the number of skiers.

The concept is called the Urban Skiing Movement, which Neveplast has been promoting for years, realizing the dream of creating a ski village in the city, where learning to ski really is for everyone.



Urban Ski Lab – ski slope in Bergamo. Detail of ski lessons.

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NEVEPLAST INSTALLATIONS EXAMPLES.



Buckhill (USA) – detail of the ski slope.



Gold Coast (AUSTRALIA) – detail of a jump at Gold Coast Snow Park.



Puchberg (AUSTRIA) – Michaela Dorfmeister while skiing on Neveplast.



Grandvalira (ANDORRA) – Jan Farrell at speed skiing.